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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|-----------------|-------------|----------------------|---------------------|------------------|
| 09/684,311 | 10/06/2000 | Larry R. Czerwonka | S431-J | 2715 |

7590 03/03/2004
Bruce A. Jagger
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Glendale, CA 91209-9000

EXAMINER

AVELLINO, JOSEPH E

| ART UNIT | PAPER NUMBER |
|----------|--------------|
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2143

DATE MAILED: 03/03/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/684,311

Applicant(s)

CZERWONKA, LARRY R.

Examiner

Joseph E. Avellino

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 24 December 2003.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-7 is/are pending in the application.
- 4a) Of the above claim(s) 4-6 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-3 and 7 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

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DETAILED ACTION

1. Claims 1-7 are pending in this examination with claims 1, 4, 5, and 7 independent. The Office acknowledges the election dated December 24, 2004 electing with traverse Group I, consisting of claims 1-3, and 7. Claims 4-6 have been withdrawn from consideration as being directed towards a nonelected invention.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1, 2, and 7 are rejected under 35 U.S.C. 102(e) as being anticipated by Capek (USPN 6,112,192).

3. Referring to claim 1, Capek discloses a decentralized web site content control system comprising:

dividing a web site that is operated by a web site operator (internet access provider 14) and includes a plurality of web pages (it is inherent that a web site includes a plurality of pages) into at least two discrete areas (the original HTML file 70 and the

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room for advertisement, shown by the HTML code 53, 55) (Figures 1-3 and pertinent portions of the disclosure);

assigning control over the content of a first of said discrete areas to a first content authority (an advertisement image is inserted into the discrete area which is controlled by the advertisement's home server, Figure 5 discloses a record for an advertisement which shows that the Image URL to be inserted is www.pucci.com/group-a.gif, which is downloaded directly from the pucci.com server, not through the original HTML file server, and since the original HTML file server has no control as to what is inserted into this discrete advertisement area, it is understood that the advertisers have complete and independent control over that discrete area) (Figures 3-5; col. 4, line 40 to col. 5, line 5; col. 5, line 66 to col. 6, line 18); and

assigning control over the content of a second of said discrete areas to a second content authority (the rest of the HTML document is under control of the original HTML file server and in no way does the advertiser's server have any control over the content displayed in that discrete section), said first and second content authorities being capable of exercising said control in their respective areas independently of one another and said web site operator (Figures 1-5; col. 4, line 40 to col. 5, line 5; col. 5, line 66 to col. 6, line 18).

4. Referring to claim 2, Capek discloses said dividing creates said two discrete areas on the same web page (the advertisement image is shown inline on the HTML page (Figure 3).

5. Claim 7 is rejected for similar reasons as stated above. Furthermore, Capek discloses collecting said information from at least two of said regions, and analyzing said information (an inherent feature of any browser is to download all the data from the various servers comprising the web page to be displayed and analyzing the data in order to determine how to correctly display the data such that it is in conformance with various styles either set by the servers or the user).

Claim Rejections - 35 USC § 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 3 is rejected under 35 U.S.C. 103(a) as being unpatentable over Capek.

7. Capek discloses the invention substantively as described in claim 1. Capek does not specifically state that each of the content authorities is provided a unique identifier, each of said unique identifiers being associated exclusively with one of said discrete areas, and allowing said first and second content authorities to exercise control through the use of unique identifiers from locations remote from said web site and one another. It is well known in the art that FTP sites allow the use of modifying web pages remotely,

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in which the user is required to produce credentials (such as a user ID or password) to gain access to the site. Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to include UserID/Password combinations to the system of Capek to allow a basic form of security, allowing only the allowed and required users access to the respective pages.

Conclusion

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.
9. Bull et al. (US Pub. 2003/0187726) discloses information aggregation and synthesization system.
10. Gupta et al. (USPN 6,487,538) discloses a method and apparatus for local advertising.
11. Buch et al. (USPN 6,463,468) discloses a targeted network video download interface.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Joseph E. Avellino whose telephone number is (703) 305-7855. The examiner can normally be reached on Monday-Friday 7:00-4:00.

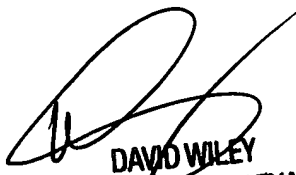
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David A. Wiley can be reached on (703) 308-5221. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

JEA

February 26, 2004



DAVID WILEY
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100